

## **Abstract**

**Title:** Marketing Research of Customers' Satisfaction in a Prague Sports Centre

**Objectives:** The main goal of this work is to gather information about customers' satisfaction in one Prague Sports Centre through marketing research. Then, based on that research, analyze the data so that conclusions and possible further recommendations for the management of the sports center can be made.

**Methods:** In this thesis, both quantitative and qualitative methods of the marketing research were used. Qualitative in the form of two interviews that were held in the centre – one with the manager of the centre and the second one with two members of staff, last but not least a hidden observation of one sport class in the sport centre. Quantitative method was in the form of an electronic questionnaire filled in by 136 customers of the sport centre by computer in the hall.

**Results:** This thesis has revealed that the sport centre is very popular among its customers but there are still few things to improve. The results of this work are also suggestions of some possible improvements that could lead to an increased attendance at the sport centre during less popular days and times while also increasing customer's satisfaction and total revenue.

**Keywords:** marketing, customers' satisfaction, sport services, sport marketing, 7C, marketing of services